

preparing a publication that includes a feature article that incorporates within the feature article the collected information [incorporated within other non-product information attractive to customers] and that also specifically references a brand of the product;

including [one or more] as part of the publication a coupon[s] for the brand of the product [in the publication] for enabling a customer[s] to purchase the product at a discount; and

displaying the publication for appropriation by customers at the store.

4. (Amended) The method of claim 1 further comprising the step of [im]printing on the publication a color scheme associated with the store.

10. (Amended) The method of claim 1 wherein the product is a food and the [information] feature article includes a recipe[s] which lists the product as an ingredient.

17. (New) A method for promoting sales of a product carried in a store, the method comprising the steps of:

collecting information about the product, the collected information pertaining to practical uses or advantages of the product;

preparing a publication that includes the collected information incorporated within other non-product information attractive to customers and that also specifically references a brand of the product;

including as part of the publication a coupon for the brand of the product for enabling a customer to purchase the product at a discount; and

displaying the publication for appropriation by customers in proximity to the product carried in the store and referenced in the article.

Remarks

Applicant appreciates the courtesy which was shown to Applicant's counsel during the phone conversation with the Examiner on May 10, 1999.

Reconsideration of the above-referenced application is respectfully requested in light of the foregoing amendments and the following remarks. Claims 1, 4 and 10 have been